BOATING 1989

A statistical report on America's top family sport

Prepared by the Marketing Services Department of the
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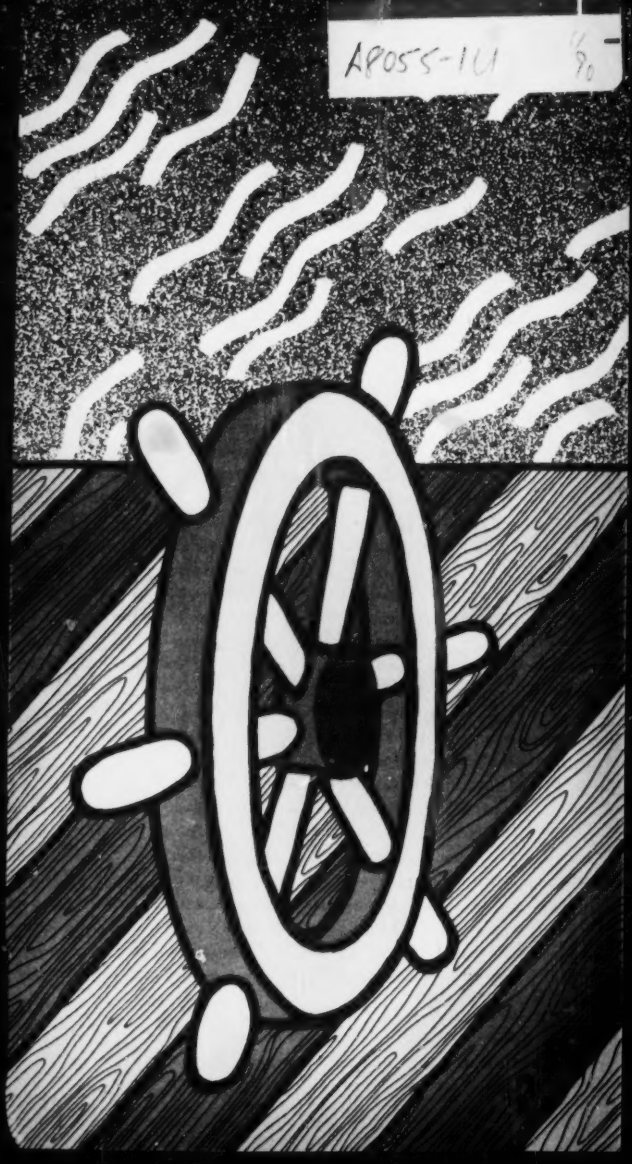
AP055-101



The IN-USE figures are based on the actual state and Coast Guard registrations and estimates of non-registered boats.

People Participating in Recreational Boating	73,287,000	72,666,000
Water Skiers	10,997,000	10,904,000
All Boats In Use	15,573,000	15,093,000*
Outboard Boats Owned	7,887,000	7,726,000*
Inboard Boats Owned (includes auxiliary-powered sailboats)	509,000	490,000*
Non-Powered Sailboats (excluding sailboards)	1,282,000	1,260,000
Inboard/Outdrive Boats	1,433,000	1,320,000*
Deck Boats Owned	206,000	182,000
Houseboats Owned	37,500	36,500
Misc. Craft Owned (canoes, rowboats, dinghies and other craft)	4,218,500	4,078,500
Outboard Motors Owned	11,225,000	10,860,000
Inboard Engines Owned (includes gasoline & diesel marine engines)	2,414,000	2,266,000
Jet Drives Owned	102,000	101,000
Boat Trailers Owned	5,887,000	5,710,000
Marinas, Boatyards, Yacht Clubs, Dockominiums, Parks & Other	8,320	8,320

$17,143,000,000 spent at retail during 1989 for new and used boats, motors and engines, accessories, safety equipment, fuel, insurance, docking, maintenance, launching, storage, repairs, and club memberships.

10,362,613 boat registrations as of December 31, 1988 for the U.S. and territories. Of these, 7,726,518 were registered as outboard motorboats, and 1,809,725 were registered as either inboard boats, inboard/outdrive boats, or auxiliary powered sailboats, and 826,370 were registered as miscellaneous craft.**

**Revised in 1989.*

***Includes non-powered sailboats, canoes, rowboats, jet boats, and miscellaneous craft.*

Alabama	203,092	212,406	19
Alaska	27,763	28,945	48
Arizona	117,202	120,500	30
Arkansas	144,657	147,050	28
California	708,847	734,817	2
Colorado	79,640	82,783	34
Connecticut	86,427	94,819	32
Delaware	43,121	41,563	40
Dist. of Columbia	2,859	4,054	52
Florida	644,813	675,474	4
Georgia	254,483	264,698	13
Hawaii	14,009	14,250	51
Idaho	57,251	61,392	35
Illinois	295,127	326,483	9
Indiana	206,307	213,585	18
Iowa	195,673	187,279	20
Kansas	88,365	89,664	33
Kentucky	124,150	114,571	31
Louisiana	300,931	293,390	10
Maine	114,182	123,723	29
Maryland	160,368	168,763	25
Massachusetts	196,541	224,115	17
Michigan	746,979	788,453	1
Minnesota	673,503	692,528	3
Mississippi	144,989	159,413	27
Missouri	258,712	264,652	14
Montana	37,087	34,343	45
Nebraska	56,446	55,525	36
Nevada	37,162	38,279	42
New Hampshire	15,214	14,600	50
New Jersey	150,121	173,208	24
New Mexico	24,974	34,549	44
New York	383,868	385,000	7
North Carolina	241,858	256,264	15
North Dakota	36,332	40,495	41
Ohio	366,289	375,194	8
Oklahoma	187,043	181,335	22
Oregon	153,087	159,999	26
Pennsylvania	251,154	266,315	12
Rhode Island	28,500	29,855	47
South Carolina	268,034	282,611	11
South Dakota	39,257	45,867	37
Tennessee	214,646	224,709	16
Texas	606,370	607,111	5
Utah	49,583	45,311	39
Vermont	34,484	36,209	43
Virginia	174,726	186,426	21
Washington	159,567	179,066	23
West Virginia	44,936	45,336	38
Wisconsin	461,545	480,821	6
Wyoming	21,536	21,965	49
U.S. Territories	29,886	32,850	46

(+) *Registration figures are provided by the U.S. Coast Guard.*

Total Units Sold	342,000	355,000	291,000
Retail Value	$1,001,003,000	$1,224,750,000	$1,134,027,000
Average Unit Cost	$2,927	$3,450	$3,897
Total Units Sold	6,600	7,400	9,100
Retail Value	$107,382,000	$130,610,000	$179,152,000
Average Unit Cost	$16,270	$17,650	$19,687
Total Units Sold	13,100	13,500	12,300
Retail Value	$1,665,860,000	$1,884,600,000	$1,908,960,000
Average Unit Cost	$127,165	$139,600	$155,200
Total Units Sold	144,000	148,000	133,000
Retail Value	$2,450,160,000	$2,584,672,000	$2,354,100,000
Average Unit Cost	$17,015	$17,464	$17,700
Total Units Sold	29,500	34,800	24,200
Retail Value	$75,815,000	$71,444,000	$38,308,000
Average Unit Cost	$2,570	$2,053	$1,583
Total Units Sold	1,100	1,000	1,000
Retail Value	$39,329,400	$35,753,000	$41,146,000
Average Unit Cost	$35,754	$35,753	$41,146
Total Units Sold	2,900	2,320	2,000
Retail Value	$267,171,000	$204,132,000	$191,456,000
Average Unit Cost	$92,128	$87,988	$95,728
Total Units Sold	85,300	89,800	80,100
Retail Value	$40,261,400	$43,373,000	$39,890,000
Average Unit Cost	$472	$483	$498
Total Units Sold	30,200	32,200	29,800
Retail Value	$41,827,000	$44,210,000	$46,786,000
Average Unit Cost	$1,385	$1,373	$1,570
Total Units Sold	444,000	460,000	430,000
Retail Value	$1,725,828,000	$1,828,040,000	$1,764,290,000
Average Unit Cost	$3,887	$3,974	$4,103
Total Units Sold	216,000	223,000	209,000
Retail Value	$188,568,000	$209,996,000	$207,119,000
Average Unit Cost	$873	$940	$991
Exports	$110,984,000	$219,871,000	$414,467,000
Imports	$370,890,000	$397,519,000	$509,701,000

1970	276,000	26,500	43,000	51,000*		40,000			**436,500**	213,000	430,000	86,000
1971	278,000	22,500	44,000	59,000*		44,000			**447,500**	220,000	495,000	88,000
1972	375,000	23,000	63,000	114,000*		56,000			**631,000**	265,000	535,000	109,000
1973	448,000	12,000	78,000	120,000*		68,000			**726,000**	330,000	585,000	113,000
1974	425,000	11,000	70,000	140,000	3,000	80,000			**729,000**	325,000	545,000	105,000
1975	328,000	10,200	70,000	105,000	2,850	76,000			**529,050**	255,000	435,000	103,000
1976	341,000	11,000	80,000	86,000	2,900	77,000			**597,900**	285,000	468,000	117,000
1977	336,000	11,500	84,000	55,000	3,050	82,000			**571,550**	276,000	462,000	123,000
1978	331,000	12,100	90,000	60,000	3,200	80,000		8,000	**584,000**	280,000	450,000	128,000
1979	322,000	12,600	89,000	67,000	4,900	90,000	16,170	13,000	**614,670**	276,000	375,000	135,000
1980	290,000	8,200	56,000	69,000	4,100	105,000	16,400	21,000	**569,700**	176,000	315,000	87,750
1981	281,000	8,400	51,000	73,000	4,100	126,000	20,000	31,000	**594,500**	190,000	318,000	81,500
1982	236,000	8,325	55,000	50,000	3,400	101,000	18,800	27,000	**499,525**	160,000	293,000	85,650
1983	273,000	11,385	79,000	40,000	3,740	107,000	23,600	33,000	**570,725**	184,000	337,000	104,125
1984	317,000	15,280	108,000	36,600	4,150	103,000	30,700	43,000	**657,730**	200,000	411,000	148,000
1985	305,000	16,700	115,000	34,000	3,800	78,800	33,500	50,000	**636,800**	192,000	392,000	155,000
1986	314,000	18,000	120,000	33,300	3,900	80,200	30,600	60,000	**660,000**	194,000	410,000	161,900
1987	342,000	19,700	144,000	29,500	4,000	85,300	30,200	70,000	**724,700**	216,000	444,000	210,800
1988	355,000	20,900	148,000	34,800	3,320	89,800	32,200	65,000	**749,020**	223,000	460,000	211,900
1989	291,000	21,400	133,000	24,200	3,000	80,100	29,800	55,000	**637,500**	209,000	430,000	190,700

*Unit volume includes all types of sailboats

Alabama	$ 47,414,000
Arizona	33,569,000
Arkansas	17,766,000
California	410,739,000
Colorado	33,668,000
Connecticut	162,404,000
Delaware	12,273,000
Washington D.C.	14,284,000
Florida	854,217,000
Georgia	81,023,000
Idaho	13,226,000
Illinois	170,568,000
Indiana	119,233,000
Iowa	36,996,000
Kansas	9,091,000
Kentucky	44,952,000
Louisiana	22,503,000
Maine	50,203,000
Maryland	268,458,000
Massachusetts	294,972,000
Michigan	483,003,000
Minnesota	121,880,000
Mississippi	14,483,000
Missouri	89,709,000
Montana	8,965,000
Nebraska	15,838,000
Nevada	31,932,000
New Hampshire	77,549,000
New Jersey	347,022,000
New Mexico	2,920,000
New York	581,982,000
North Carolina	145,716,000
North Dakota	7,077,000
Ohio	294,760,000
Oklahoma	23,978,000
Oregon	62,360,000
Pennsylvania	158,704,000
Rhode Island	33,229,000
South Carolina	73,569,000
South Dakota	4,666,000
Tennessee	91,026,000
Texas	208,406,000
Utah	38,493,000
Vermont	11,238,000
Virginia	139,451,000
Washington	180,621,000
West Virginia	6,761,000
Wisconsin	176,548,000
Wyoming	6,516,000

**Retail values for inboard boats, inboard/outdrive boats, outbo*
(+) Estimates not available for Alaska and Hawaii.

$ 57,528,000	$ 4,619,000	$ 26,528,000
15,794,000	3,968,000	15,043,000
33,032,000	2,036,000	18,370,000
84,108,000	14,699,000	91,763,000
11,114,000	2,099,000	10,341,000
25,318,000	3,359,000	11,844,000
8,079,000	20,000	5,190,000
2,029,000	83,000	501,000
225,598,000	18,479,000	84,363,000
63,981,000	5,459,000	33,054,000
5,831,000	1,049,000	7,669,000
57,546,000	11,549,000	40,775,000
30,820,000	7,559,000	26,669,000
22,064,000	3,359,000	23,393,000
12,869,000	2,519,000	11,202,000
30,473,000	3,359,000	14,311,000
57,875,000	6,929,000	36,638,000
18,243,000	1,259,000	15,454,000
32,338,000	2,309,000	21,081,000
42,246,000	2,309,000	27,992,000
69,926,000	12,064,000	100,487,000
73,834,000	13,019,000	86,483,000
21,845,000	1,259,000	19,912,000
48,772,000	9,449,000	33,054,000
4,588,000	629,000	4,290,000
7,787,000	1,259,000	6,937,000
6,580,000	839,000	4,778,000
12,448,000	629,000	1,824,000
45,883,000	2,939,000	21,633,000
6,197,000	839,000	4,316,000
77,856,000	6,299,000	48,085,000
70,160,000	5,039,000	32,001,000
8,756,000	1,259,000	5,061,000
38,169,000	6,719,000	46,851,000
20,163,000	2,729,000	22,648,000
18,371,000	2,729,000	19,976,000
43,982,000	5,459,000	33,259,000
8,372,000	419,000	3,712,000
51,367,000	2,939,000	35,289,000
8,628,000	2,099,000	5,729,000
51,404,000	2,939,000	28,057,000
115,276,000	8,958,000	73,825,000
6,014,000	839,000	5,652,000
5,008,000	419,000	4,522,000
43,635,000	4,409,000	23,278,000
46,395,000	5,249,000	22,366,000
6,983,000	1,259,000	5,665,000
69,337,000	9,869,000	60,045,000
3,418,000	419,000	2,749,000

rd boats and auxiliary and non-powered sailboats

1955	$ 1,230,000,000
1960	$ 2,525,000,000
1965	$ 2,683,000,000
1967	$ 3,100,000,000
1968	$ 3,150,000,000
1969	$ 3,292,000,000
1970	$ 3,440,000,000
1971	$ 3,610,000,000
1972	$ 3,900,000,000
1973	$ 4,245,000,000
1974	$ 4,607,000,000
1975	$ 4,800,000,000
1976	$ 5,333,000,000
1977	$ 5,920,000,000
1978	$ 6,690,000,000
1979	$ 7,500,000,000
1980	$ 7,370,000,000
1981	$ 8,250,000,000
1982	$ 8,100,000,000
1983	$ 9,375,000,000
1984	$ 12,340,000,000
1985	$ 13,284,000,000
1986	$ 14,479,000,000
1987	$ 16,500,000,000
1988	$ 17,927,000,000
1989	$ 17,143,000,000

1913	400,000
1930	1,500,000
1950	3,510,000
1961	7,175,000
1970	8,814,000
1975	9,740,000
1977	10,515,000
1978	11,270,000
1979	11,625,000
1080	11,832,000
1981	12,495,000
1982	12,820,000
1983	13,041,000
1984	13,455,000
1985	13,778,000
1986	14,318,000
1987	14,515,000
1988	15,093,000
1989	15,573,000